

Athens, September 28<sup>th</sup> 2022

## Significant Distinctions for Sarantis Group at the Super Market Awards 2022

At this year's **Super Market Awards**, **Sarantis Group**, was distinguished with two more awards. Every year, in each sector the institution rewards outstanding achievements and effective initiatives that substantially contribute to the upgrade of business and the food retail trade as a whole.

Specifically, Sarantis Group was awarded with the following **Silver Awards**:

- **Silver award at the category "Successful relaunch in product lines"** with the leading personal care brand [Noxzema](#). In 2022, **Noxzema megabrand** was reintroduced to the public, with a new image and a separate line for men, confirming once again the Group's commitment to offer high quality products.

- **Silver award at the category "Successful Product Introduction/Product Line"** with [Sanitas](#), which introduced a new era in garbage bags through the launch of **Flex & Strong** garbage bags, a line of new technology, that confirms the brand's commitment for to provide qualitative and innovative products that make people's daily routine much simpler and more enjoyable.

The ceremony took place on Wednesday September 21<sup>st</sup>, at Anais Club where 250 company & institutional representatives were present. The 2022 award winners were selected based on the opinion of a jury, composed of the most important organizations in the sector, academics and expert analysts, who were asked to rate and submit their score.

These distinctions reward our efforts to offer beloved and trusted products that make everyday life better through socially responsible practices and environmentally friendly production methods. Throughout our journey innovation and quality, as well as business ethics are our main commitments and define our purpose.

### **Sarantis Group**

*Headquartered in Athens and boasting a history of over 50 years, Sarantis Group is a multinational consumer products company having leading presence in Eastern Europe and an expanding geographical footprint through own subsidiaries and strong export activity worldwide. Our mission is to uplift the mood of consumers, with beautiful simplicity that makes everyday life better, by being always nearby, working closely with our stakeholders to create value sustainably. From Personal Care, Home Care and Health Care Products as well as Luxury Cosmetics, we offer well recognized brands that have a positive impact on people's everyday lives. With strong activity in 13 countries, and in particular in Greece, Poland, Romania, Bulgaria, Serbia, Czech Republic, Slovakia, Hungary, Northern Macedonia, Bosnia, Portugal, Slovenia and Ukraine, we maintain a dynamic international presence and a powerful distribution network of more than 50 countries around the world.*